

**AGENDA**  
**GENERAL SERVICES COMMITTEE MEETING**  
**Wednesday, September 28, 2016 at 3:30 p.m.**  
**CONFERENCE ROOM AT CITY HALL**  
**425 N. RICHARDSON AVENUE**

**ROLL CALL**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES**

1. Approval of the minutes from the General Services meeting on August 23, 2016.

**REGULAR ITEMS**

2. Consider RFP 16-010 Nancy Lopez at Spring River Operations Management which was referred back to General Services Committee for more information by City Council on September 8, 2016.

**NON ACTION ITEMS**

**PUBLIC PARTICIPATION**

**ADJOURN**

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 15-56.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

Printed and posted: 9/23/2016

**Regular Meeting of the General Services Committee  
Held in the Conference Room at City Hall  
August 23, 2016**

**Notice of this meeting was given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 15-56.**

**ROLL CALL**

The meeting convened at 8:08 a.m. with Chair Denny presiding; Councilors Henderson present; Councilor Sandoval participated by telephone and Councilor Mackey was absent.

Staff present: Tim Williams, Shelia McKnight, Jonathan Phillips, Sharon Coll and Jim Burress.

Guests present: Savino Sanchez, Larry Connolly and Carolyn Mitchell.

**APPROVAL OF AGENDA AND MINUTES**

Councilor Henderson moved to approve the August 23, 2016 General Services Committee meeting agenda and the General Services Committee meeting minutes from June 28, 2016 as presented. Councilor Sandoval was the second. A voice vote was unanimous and the motion passed with Councilor Sandoval participating by telephone and Councilor Mackey being absent.

**REGULAR ITEMS**

RFP 16-011 – the maintenance services for Parks and Recreation. Tim Williams discussed RFP 16-011. Since 2012 the City has contracted landscape and turf care for the South Main Street medians, Reischman Park and RIAC Park. The contract was previously executed and fulfilled by DGM Landscaping and Garden Crest. Those contracts have since expired and the Parks and Recreation Department invited landscape companies to submit RFP proposals. South Eastern New Mexico Tree Service was the only proposal submitted and qualified to complete the requirements from the RFP scope of work. Councilor Henderson moved to send to full City Council on consent agenda approval of RFP 16-011 – the maintenance services for Parks and Recreation. Councilor Sandoval was the second. A voice vote was unanimous and the motion passed with Councilor Sandoval participating by telephone and Councilor Mackey being absent.

RFP 16-010 – Nancy Lopez at Spring River Operations Management. Mr. Williams discussed RFP 16-010 stating that the operations at the golf course are executed through a management contract. The current contract expires on March 1, 2017. The city moved forward by advertising a RFP to invite golf management firms across the country to propose operating the Nancy Lopez Golf Course at Spring River. Five golf management firms applied for the opportunity to manage the contract. All five firms were interviewed by the search committee and scored Kemper Sports Management the highest based on the submitted proposals, qualifications and management fee totals. Councilor Henderson moved to send to full City Council RFP 16-010 – Nancy Lopez Golf Course at Spring River Operations Management. Councilor Sandoval was the second. A voice vote was unanimous and the motion passed with Councilor Sandoval participating by telephone and Councilor Mackey being absent.

Resolution 16-65 – donation of 1H Huey Helicopter for Gen. Douglas McBride Veterans Cemetery. Mr. Williams discussed Resolution 16-65. The Douglas McBride Veterans Cemetery project began in

2014 and the project was completed in 2015. The masterplan site drawings display a retired military helicopter on exhibit to honor the Veterans who are laid to rest on the cemetery grounds. Councilor Henderson moved to send to full City Council Resolution 16-65 – donation of 1H Huey Helicopter for Gen. Douglas McBride Veterans Cemetery. Councilor Sandoval was the second. A voice vote was unanimous and the motion passed with Councilor Sandoval participating by telephone and Councilor Mackey being absent.

### **NON-ACTION ITEMS**

Presentation and update on Parks. Mr. Burress gave a presentation and update on the Parks and Recreation Department projects. The department has installed new signs at the following parks: Spring River Park & Zoo, Altrusa Park, Delta West Park, Poe Corn Park, Carpenter Park, Enchanted Lands Park, Nancy Lopez Golf Course at Spring River. The Parks and Recreation Department have also done many updates and repairs to the following parks and fields:

- Cielo Grande Competition Fields – renovated turf, trimmed & raised tree canopies, repaired irrigation system
- Skate Park – replaced security lights, installed small bleachers & picnic table, sealed cracks & seams
- Enchanted Lands Park – planted new trees, installed new disc golf signage
- Eastside Little League – installed new scoreboard & backstops, refurbished concession stand & put new roof
- Russ DeKay Field – filled holes, trimmed trees, repaired irrigation lines, aerated & fertilized turf
- Stiles Field – painted new stripes, removed goat heads
- Cahoon Park – replaced pumps in pond at Sunken Garden, replaced 16 valves & irrigation lines

### **PUBLIC PARTICIPATION**

Carolyn Mitchell discussed her concerns of the Roswell Senior and Adult Center.

Savino Sanchez stated that he and other members from Church on the Move would like to help the City by getting involved with the adult center but would like to see the roof get fixed prior to working on the building.

Larry Connolly thanked the city for being prompt at taking care of an issue he had reported.

### **ADJOURN**

The meeting adjourned at 9:17 a.m.



**ROSWELL NEW MEXICO**  
**General Services Committee**  
**Wednesday, September 28, 2016 at 3:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

RFP – 16-010 - Consider approval of RFP – 16-010 for staff to move forward with negotiations, cost analysis and contract terms for finalization to award a contract to Kemper Sports Management to operate and maintain the Nancy Lopez Golf Course at Spring River.

**BACKGROUND:**

Nancy Lopez Golf Course at Spring River operations are executed through a management contract. The current contract expires on March 1, 2017. The City has moved forward by advertising an RFP to invite golf management firms across the country to propose operating the Nancy Lopez Golf Course at Spring River. Five golf management firms applied for the opportunity to manage the contract in which all were interviewed the week of August 8, 2016. The search committee scored Kemper Sports Management the highest based on the submitted proposals, qualifications and management fee totals. Through negotiations, the protection of City golf course employee benefits and salaries will be paramount. Additionally, the senior golf greens fees will not be impacted or raised in the near future and will be lower than the regular fees in the distant future based on market comparisons. The maintenance standards for the golf course will be the same or better based on regular maintenance audits by the City. The financial status of the golf course will face regular audits by the City to ensure quality standards and goals are met. Once completed the results will be brought back to the City Council for contract approval.

**FINANCIAL CONSIDERATION:**

Financials will be considered once negotiations are completed.

**LEGAL REVIEW:**

The previous City Attorney reviewed RFP – 16-010 legal terms.

**BOARD AND  
COMMITTEE ACTION:**

The General Services Committee recommended approval (3-0) at their meeting on August 23, 2016. The City Council tabled this item at their meeting on September 8, 2016, requesting more information.

**STAFF  
RECOMMENDATION:**

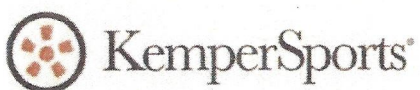
RFP 16-010 - Consider approval of RFP 16-010 for staff to move forward with negotiations, cost analysis and contract terms for finalization to award a contract to Kemper Sports Management to operate and maintain the Nancy Lopez Golf Course at Spring River.

July, 2016



**Golf Course Operations Management**  
**Nancy Lopez Golf Course at Spring River**

RFP-16-010





## Executive Summary

On behalf of KemperSports, I am excited to present our capabilities and experience to provide professional golf management services to the City of Roswell, which would include maintenance of Nancy Lopez Golf Course at Spring River. We are genuinely excited to showcase our professional knowledge, evaluate the current operations of the golf course and deliver our professional management services offering recommendations on strengthening the business model and increasing revenues for the facility.

KemperSports has been partnering with government and municipal agencies for nearly 40 years providing a creative and customized approach to each facility that addresses their specific goals and objectives. As a current partner with **38 municipalities** we understand the attention to detail required to provide best management practices while delivering a high quality experience that the entire community of Roswell can be proud of each and every day. Our hands-on, client-centric management approach is the cornerstone of our success. Nancy Lopez Golf Course at Spring River will benefit from our experience with similar operations, proven operational guidelines and strategies to maximize the operation. It's our people and their passion for what we do every day that has led so many municipal organizations to trust us with their golf assets and operations.

Based on our experience, as well as the criteria stated in the RPF and our tour of the facility we have identified the following specific areas that are key during the evaluation process with the City of Roswell:

- *Partner with an operator that has all-encompassing experience in managing expenses and revenues while delivering a premier golf experience for residents and guests of Roswell*
- *Improving the revenue production of the golf course, in all areas, to reduce the financial burden which exists today and work towards financial stability.*
- *Lease Golf Carts to the facility and provide the City a larger portion of the revenues*
- *Develop an extensive marketing plan and brand awareness which will capture the local residents to the golf course and drive additional rounds and provide quality food and beverage to the facility*
- *Create an awareness of the "Best in Class" golf experience for the Roswell community while delivering consistent and accurate financial reporting to City representatives*

During the next four years, with the support and guidance from City representatives, KemperSports will make achieving these goals our top priority along with implementing our other industry leading management best practices.

Understanding the dynamics of running a leading golf operation in similar location while efficiently monitoring the top and bottom line expenses is essential in selecting a successful operator. We are experts on managing golf shops and providing instruction to all players' capabilities while consistently achieving our client's goals. For example, in El Paso, at Butterfield Trail Golf Club we have grown revenues through innovative tournament sales strategies, player development programs and delivering award winning customer service.

Diversifying the property and identifying other areas to generate revenue including private events, social gatherings and other non-golf related revenues are crucial to the long term sustainability of the facility. We recognize the dynamic marketing efforts needed to incorporate revenue opportunities for both the local residents and guest to Roswell by targeting efforts to grow awareness in both New Mexico and regionally. Several sales and marketing initiatives, along with increased brand awareness, will be implemented immediately. These initiatives include: strengthening existing relationships and building new partnerships within the Roswell community, the introduction of a customized loyalty program and the development of new and exciting events for residents. These programs, such as hosting 'Resident Appreciation Months' are concentrated on giving back to the primary golfers and residents that continue to utilize Nancy Lopez Golf Course at Spring River. KemperSports will implement our programs and sharing best practices from our "Center of Excellence" – our digital library of customizable marketing, advertising and public relations strategies which help create Best in Class operations across all of our golf facilities.

Our client centric management approach focusses on making the golf course and City of Roswell the "Star". We will create an individual operating model flexible and specific to the City of Roswell's long term goals for quality of life amenities. Delivering consistent communication and providing expert guidance to the City is our goal while making Nancy Lopez Golf Course at Spring River a true community asset.

Thank you again for allowing KemperSports the opportunity to submit our proposal for your consideration to manage full operations at Nancy Lopez Golf Course at Spring River.



POINTS FOR:

RFP-16-010

Nancy Lopez Golf Course at Spring River Operations Management

HCB ENTERPRISES		KEMPERSPORTS MANAGEMENT		LANDSCAPES MANAGEMENT COMPANY		OLIPHANT HALTOM GOLF, LLC		MILESTONE MANAGEMENT	
Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank
86	5	130	1	130	1	111	2	87	3
113	5	144	1	143	2	141	3	116	4
105	5	147	1	139	2	130	3	113	4
76	5	150	1	144	2	136	3	104	4
380	5	571	1	556	1.75	518	2.75	420	3.75

Reviewer #1

Reviewer #2

Reviewer #3

Reviewer #4

TOTAL

AVG.

95	5	142.75	1	139	1.75	129.5	2.75	105	3.75
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